GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

Home – Cinematography – M/s. Rain Entertainments Private Limited, Dargamitta, S.P.S.R Nellore District - Permission for screening of movies in three (3) Screens as Multiplex Theatres and fixing rate of admission – Orders – Issued.

HOME (GENERAL.A) DEPARTMENT

G.O.MS.No. 167 Dated: 17-12-2019.

Read the following:-

1) Lr.No.Colnlr-CSE3/198/2019-SA (C5)-REV-NLR, dated 18.7.2019 received from the Joint Collector, Nellore.
2) Representation from the Authorised Signatory, M/s Rain Entertainment Private Limited, D.No.24-1513-1, Rain Square Dargamitta, Nellore.

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O R D E R:

In the reference 1st read above, the Joint Collector and Licensing Authority, Nellore has further reported that the R.D.O., Nellore has inspected the premises of the Theatres on 4.6.2019 and verified the NOCs / permissions issued by the concerned departments for grant of license to them and the management has also constructed the Multiplex Cinema Theatres duly following the guidelines / instructions stipulated in the A.P. Cinemas (Regulation) Act, 1955 and the A.P. Cinemas (Regulation) Rules, 1970 and recommended for grant of Form-B License in favour of M/s. Rain Entertainments Private Limited, Dargamitta, Nellore District for three (3) Screens with the rates of admission and treating the above said three (3) Theatres as Multiplex.

2. In the letter 2nd read above, the Authorised Signatory of M/s. Rain Entertainment Private Limited, Dargamitta, Nellore has submitted a representation to Government informing that they have completed the construction of Multiplex Theatres in all respects and obtained final NOC from the Director General, A.P. State Disaster Response & Fire Services and Occupancy Certificate from the Commissioner, Municipal Corporation, Nellore and requested for permission to issue B-Form License, fixing seating capacity along with rates of admission @ Rs.200/- per ticket in all the three screens as recommended by the Licensing Authority, Nellore in favour of M/s. Rain Entertainments Private Limited, Dargamitta, SPSR Nellore City treating the three (3) Screens as Multiplex Theatres.

3. Government after careful examination of the matter, as per Section - 12 of A.P. Cinemas (Regulation) Act, 1955 and under clause (a) of sub-rule-3 of rule -11 (b) of A.P. Cinema (Regulation) Rules, 1970, hereby accord permission to the M/s. Rain Entertainments Private Limited, Dargamitta, Nellore treating the Screens – I, II & III as Multiplex with rates of admission as Rs. 200/- per ticket in all the three (3) screens as recommended by the Joint Collector and Licensing Authority, Nellore.

4. The Licensing Authority, Nellore is directed to thoroughly inspect the facilities during the periodical half yearly inspections and in case any deficiency is found, inform the same to Government, so that action will be taken automatically to withdraw the B-Form License and rates of admission accorded in Para - 3 above and also the subject to the conditions laid down in the **Annexure** appended to this order.

5. The Joint Collector & Licensing Authority, Nellore District is requested to incorporate the rates of admission, seating capacity and number of Screens in the B-Form License of M/s. Rain Entertainments Private Limited, Rain Square Dargamitta, Nellore and take necessary action accordingly.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

K.R.M.KISHORE KUMAR
PRINCIPAL SECRETARY TO GOVERNMENT

To
The District Collector, Sri Potti Sriramulu Nellore District
The Joint Collector and Licensing Authority, Sri Potti Sriramulu Nellore District.

Copy to :- The Rain Entertainments Private Limited, D.No.24-1513-1, Rain Cinema, Rain Square,Dargamitta, SPSR Nellore.

The P.S to Principal Secretary to Government, Home Department, A.P. Secretariat.

/// FORWARDED :: BY ORDER ///

SECTION OFFICER

ANNEXURE TO G.O.MS.No. 167 HOME (GENERAL.A) DEPARTMENT, DATED:17.12.2019.

CONDITIONS FOR MULTIPLEXES

a. The CCTV system shall be maintained without any interruption.

b. Night vision cameras to be installed specially at the Box Office to capture the images of the patrons buying tickets during the late evening hours.

c. The patrons shall be provided with lifts / escalators for exit at the end of the shows on par with such facility provided at the time of entering the theatre.

CONDITIONS FOR THEATRES AND MULTIPLEXES

1) The rates of tickets and rates of online Cinema ticket service charges with the name of the agency shall be exhibited at the counter and in any other conspicuous manner.

2) All gangways, exits and treads of steps and stairways shall be maintained with no slippery surfaces at all times.

3) The corridors, area earmarked for lobby and parking for the use of cine - goers, should not be let out for any commercial or other purpose.

4) No vehicle shall be parked or allowed to stand in such a way as to obstruct exits or impede the rapid dispersal of persons accommodated, in the event of fire or panic.

5) Emergency evacuation plan shall be drawn up and got approved by the licensing authority within one month. (Uphaar Theatre – Hon'ble Supreme Court Directions).

6) A short documentary shall be screened during every show by showing the exits, emergency escape routes and instructions as to what to do and what not to do in the case of fire or other hazards (Uphaar Theatre Hon'ble Supreme Court Directions).

7) The staff / ushers including security staff should be periodically trained to operate the fire safety equipment during emergency in fire drills and evacuation procedures to provide support to the patrons in case of fire or any other calamity. Mock drills shall be conducted once every 6 months. (Uphaar Theatre- Hon'ble Supreme Court Directions).

8) While the Theatres are entitled to regulate the exit through doors other than the entry door, under no circumstances should the entry door (which can act as an emergency exit in the event of fire or other emergency) be bolted from outside. At the end of the show, the ushers may request the patrons to use the exit doors by placing a temporary barrier across the entry gate which should be easily movable (Uphaar Theatre – Hon'ble Supreme Court Directions).

9) The emergency department telephone numbers of the nearest Hospitals, Police Station and Fire Department shall be displayed in every show.

10) The Management should facilitate periodical inspection by the Fire Officer concerned.

11) The Management should obtain insurance coverage for all the employees and audience / visitors / vendors.

12) The Management shall ensure all safety measures including fire safety measures as prescribed by Government National Building Code and other statutes or orders issued by Government from time to time.

13) There should be no modifications to the available parking area as seen in the re-inspection report to avoid reduction in parking area.

14) Adequate valet parking staff and security guards should be provided for a parking convenience, safety and traffic regulation at entry and exit.

15) All precautions should be taken for safety during movement and parking of vehicles inside the multiplex area.

16) No obstruction should be made in form of advertisement boards, stalls, etc in and around the multiplex which hinders free movement of vehicles and parameters of safety.

17) Toilets should be clean and hygienically maintained, adequate number of wash basins of porcelain/stainless steel shall be provided along with soap to wash hands, with running water, and hot air for cleaning hands and drying them hygienically. Clean and dry towels shall be kept for the use of customers. Under no circumstances should the toilets and wash- basins be clogged and in a stinking condition. Any complaint in this regard will be viewed seriously.

18) The rates of food items, snacks and beverages sold in the premises shall be reasonable and should never exceed the retail price printed thereon. Foodstuffs and snacks should always be fresh and hygienically packed. There shall be no exploitation of customers in this regard. Any complaint in this regard will result in imposition of severe penalties.

19) Air conditioners should be maintained in proper condition, and if found not working severe penalty will be imposed.

20) Fresh and clean drinking water must be provided for the patrons.

21) The parking areas of the Multiplex and the nearby commercial complex should be kept separate.

22) There should be smooth finish in the space between the road and entry/exit of the Mall.

23) There are minor signage and painting to be completed at basement levels III & IV. These should be finished before operating the Cinema theatre.

24) Women Help Desk: The Management shall arrange for Women Help Desk to help/assist women patrons especially for night shows from 7:00 P.M. to 02:00 A.M. which includes arranging for Taxi if they want, keeping details of Taxi drivers for safety of women patrons.

K.R.M.KISHORE KUMAR
PRINCIPAL SECRETARY TO GOVERNMENT